

PUBLICATION ADVERTISING OPPORTUNITIES

2012-13 INDIANA TOURISM



Dear Tourism Partners,

Thank you for your consideration of the 2012-2013 Indiana travel publications as a part of your overall marketing plan. The goal of these publications is to **provide a broad platform** for presentation of our advertisers' messages to a number of qualified leads.

According to 2006 research conducted by Strategic Marketing and Research, Inc., **nearly 60 percent of visitors requesting Indiana travel publication convert to actual visitors**. We have learned that IOTD travel publications are used to provide trip ideas—and those trip ideas generate additional spending and increase visitor length of stay.

We are excited to offer a new and improved **advertiser portal**. We are confident that the improvement of this online program will help our industry plan and manage its paid and free information being presented to hundreds of thousands of potential visitors. All participation, from display ads to free listings, can be purchased and materials submitted through the advertiser portal.

If you are new to the program, please visit tourism.IN.gov to set up an organization account.

Thanks for your support. I look forward to working with you in building **effective, engaging and motivating** IOTD travel publications.

Best regards,



Amy Vaughan
Director
Indiana Office of Tourism Development

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2012-2013 INDIANA TRAVEL GUIDE: RESEARCH AND DISTRIBUTION



2012-2013 Indiana Travel Guide

This two-year publication is the official travel guidebook for Indiana. It is a four-color, 8.5" x 11" perfect-bound magazine that is mailed to every consumer that requests state travel information.

You can participate in the Indiana Travel Guide in many different ways including camera-ready advertising, formatted advertising, brochure advertising, listings and grids.

As an advertiser in the Indiana Travel Guide, you will receive exposure that reaches qualified travelers in the Midwest. Additionally, all advertisers receive a presence on VisitIndiana.com, the Indiana Office of Tourism Development's official website.

According to publication research, the Indiana Travel Guide converts nearly 60 percent of information requestors to actual visitors. Additional benefits of the Indiana Travel Guide include:

- Sixty-three percent of guide requestors are influenced by the Indiana Travel Guide and its contents.
- Influenced visitors also stayed nearly one night longer than those uninfluenced and spent 116% more.
- The Indiana Travel Guide is viewed by consumers as a credible resource for travel information. Formatted display ads are not viewed as advertising, but as editorial or listings. "This is one type of ad layout I do like and will use."

In 2012 and 2013, 500,000 Indiana Travel Guides will be printed and distributed. Contact your regional account executive to participate.

Planned 2012-2013 Indiana Travel Guide Distribution

Direct mail to subscribers	85,000
Welcome centers, rest areas and visitors centers, AAA offices, CVBs and hotels	225,000
Fulfillment to requests generated by advertising	135,000
Indiana Legislators	20,000
Consumer shows, State Fair	35,000
Total distribution	500,000

2012-2013 INDIANA TRAVEL GUIDE: CORPORATE ADVERTISING

Corporate advertisers in the 2012-2013 Indiana Travel Guide can participate in a number of ways, including corporate advertising, brochure ads, listings and grids.

Corporate Advertising:

Corporate advertisers receive far-forward placement within the Indiana Travel Guide and use camera-ready artwork provided by the advertiser. This camera-ready artwork can be changed for the 2013 edition of the Indiana Travel Guide at no additional charge.

Size and placement	Bleed Size	Trim Size	Live Area	Price per Year	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.375"	16.75" x 10.875"	15.75" x 9.875"	\$34,000	A one-month contest on VisitIndiana.com each year	Must allow a .5" gutter
Full-page	8.625" x 11.125"	8.375" x 10.875"	7.375" x 9.875"	\$18,000	A one-month contest on VisitIndiana.com each year	Placed as a right-hand read
Half-page	n/a	n/a	7.5" x 4.75"	\$9,500	A one-month contest on VisitIndiana.com each year	Placed adjacent to editorial

Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide and the Travel Brochure section of VisitIndiana.com for 2012 and 2013. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Both of these two programs generate two years' worth of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contact the advertiser directly via website and telephone. Brochure advertisers receive leads via email.

All brochure advertisers will be permitted to change any or all elements within their 2012 Indiana Travel Guide brochure ad for the 2013 Indiana Travel Guide reprint for a fee of \$250. This includes changing brochure artwork and copy.

	Placement	Distribution	Price per Year
Brochure Ad	Indiana Travel Guide VisitIndiana.com	2012-2013	\$2,100

Listing and Grid:

Listing and grid advertisers will be featured in the 2012-2013 Indiana Travel Guide and, as a bonus, listed on VisitIndiana.com for the same duration with a corresponding photo. The data provided will be placed in both editions of the Indiana Travel Guide and information can be updated at any time for appearance on VisitIndiana.com.

Type	Categories for Travel Guide and VisitIndiana.com	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping, Lodging, Festivals	20-word description	\$310
Campground Grid	Campgrounds	22 grid categories and 20-word description	\$310

2012-2013 INDIANA TRAVEL GUIDE: REGIONAL ADVERTISING

The best way to reach visitors in the Indiana Travel Guide is through regional formatted display ads.

Formatted display advertisers have the following opportunities for the 2012-2013 Indiana Travel Guide.

- Full-page regional display advertisers will have the option of choosing among two different formatted display options. These options can be found on pages 5 and 6.
- All formatted display advertisers will receive online added value in the form of a free listing in the Indiana Travel Guide and the appearance of that listing on VisitIndiana.com with a photo. This photo listing option will appear in the trip planner of VisitIndiana.com. Total value: \$200.
- All formatted display advertisers will be permitted to change any or all elements within their 2012 Indiana Travel Guide ad for the 2013 Indiana Travel Guide reprint for a fee of \$500. This includes changing photos, copy, logo, headline, updating contact information, etc.

Size	Photos	Headline Word Count	Subhead Word Count	Body Copy Word Count	Price	Minimum Photo Resolution
Full-page OPTION 1	1	Up to 4 words	Up to 4 words	125 words/780 characters	\$14,700	7" x 6" @ 300 dpi 29" x 25" @ 72 dpi
Full-page OPTION 2	3	Up to 4 words	Up to 4 words	125 words/780 characters	\$14,700	PHOTO 1 (left) 5" x 6" @ 300 dpi 21" x 25" @ 72 dpi PHOTO 2 (top right) 2.25" x 3" @ 300 dpi 9.5" x 12.5" @ 72 dpi PHOTO 3 (bottom right) 2.25" x 2.75" @ 300 dpi 9.5" x 11.5" @ 72 dpi
2/3-page vertical	3	Up to 4 words	Up to 4 words	100 words/635 characters	\$10,700	PHOTO 1 (top) 4.5" x 3" @ 300dpi 18.75 x 12.5" @ 72dpi PHOTO 2 (lower left) 3" x 2" @ 300 dpi 11.25" x 8.75" @ 72 dpi PHOTO 3 (lower right) 2" x 2" @ 300 dpi 8.3" x 8.3" @ 72 dpi
1/2-page horizontal	2	Up to 4 words	NA	60 words/410 characters	\$8,300	PHOTO 1 (left) 5" x 2.25" @ 300 dpi 21" x 9.5" @ 72 dpi PHOTO 2 (right) 2.25" x 2.25" @ 300 dpi 9.5" x 9.5" @ 72 dpi
1/3-page square	2	Up to 4 words	NA	60 words/375 characters	\$6,000	PHOTO 1 (left) 2" x 2" @ 300 dpi 8.5" x 8.5" @ 72 dpi PHOTO 2 (right) 2.75" x 2" @ 300 dpi 11.5" x 8.5" @ 72 dpi
1/3-page vertical	1	Up to 4 words	NA	60 words/375 characters	\$6,000	2.25" x 2" @ 300 dpi 9.5" x 8.5" @ 72 dpi
1/6-page	1	Up to 4 words	NA	20 words/150 characters	\$3,400	2.25" x 2" @ 300 dpi 9.5" x 8.5" @ 72 dpi

Regional advertisers are permitted to submit camera-ready artwork for advertising of two pages or more. For additional pricing options for camera-ready spreads, please contact your regional account executive.

Camera-ready regional advertisers will be permitted to change their artwork for the 2013 Indiana Travel Guide reprint at no additional charge. Regional advertising of two pages or more will be placed within the specified region.

Two-page Regional Advertising (camera ready).

Size	Bleed Size	Trim Size	Live Size	Price per year	VisitIndiana.com Bonus
Two-page spread	17" x 11.125"	16.75" x 10.875"	15.75" x 9.875" Must allow for .5" gutter	\$27,000	A one-month contest on VisitIndiana.com each year

Please contact your regional account executive for more information regarding artwork submission.
The deadline for space reservations and artwork is June 15.

REGIONAL FORMATTED DISPLAY ADS

Full page example number 1 – one photo.



PLACE YOUR HEADLINE HERE

Duis autem vel eum iriure dolor



Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800 • VisitIndiana.com

Request a brochure on page 153.

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REGIONAL FORMATTED DISPLAY ADS

Full page example number 2 – three photos.



PLACE YOUR HEADLINE HERE

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Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800 • VisitIndiana.com

Request a brochure on page 153.

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REGIONAL FORMATTED DISPLAY ADS

Examples of 1/2 page ad, 1/3 page square, and 1/6 page horizontal ad



PLACE YOUR HEADLINE HERE

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Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800 • VisitIndiana.com

Request a brochure on page 153.

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PLACE YOUR HEADLINE HERE



Indiana Office of
Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800
VisitIndiana.com

Request a brochure on page 153.

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Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800 • VisitIndiana.com

Request a brochure on page 153.

Photo: Lorem dolor amet

REGIONAL FORMATTED DISPLAY ADS

Examples of 2/3 page ad and 1/3 page vertical ad



PLACE YOUR HEADLINE HERE

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Indiana Office of
Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800
VisitIndiana.com

Request a brochure on page 153.

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Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204-2288
1.800.677.9800 • VisitIndiana.com

Request a brochure on page 153.

Photo: Lorem dolor amet

2012-2013 INDIANA TRAVEL GUIDE

2012-2013 Indiana Travel Guide

Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide and the Travel Brochure section of VisitIndiana.com for 2012 and 2013. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Both of these programs generate two years' worth of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contact the advertiser directly via website and telephone. Brochure advertisers receive leads via email.

All brochure advertisers will be permitted to change any or all elements within their 2012 Indiana Travel Guide brochure ad for the 2013 Indiana Travel Guide reprint for a fee of \$250. This includes changing brochure artwork and copy.

	Placement	Distribution	Price per Year
Brochure Ad	Indiana Travel Guide VisitIndiana.com	2012-2013	\$2,100

Travel Guide Listing and Grid:

Advertisers will be featured in the 2012-2013 Indiana Travel Guide and, as a bonus, listed on VisitIndiana.com with a corresponding photo for the same duration. The data provided will be placed in both editions of the Indiana Travel Guide and information can be updated at any time for appearance on VisitIndiana.com.

Example of Listing:

GRABILL
FESTIVALS
Grabill Country Fair ★
September 5-7, 2008
Main St. One of N.E. Indiana's finest arts, crafts and food festivals, with nightly entertainment, activities for all and Sat. morning parade. No adm. chg. grabillcountryfair.com 5.

HAGERSTOWN ★
For Camping, see page 62
ATTRACTIONS
Historic Hagerstown ★
Antique and specialty shops, candy factory, museums, golfing and a fabulous smorgasbord will make your getaway even more enjoyable. No adm. chg. Open Jan.-Dec. Hours vary. 800.828.8414, visitrichmond.org

LODGING
Best Westerns
Luxury Inn
\$159-\$209 Full Breakfast
5501 Conventry Ln., New hotel offering 149 @ Hwy 24. Convenient to shopping, dining and area attractions. Open Jan.-Dec. 260.426.0051, choicehotels.com

Comfort Suites
\$89-\$179 Continental Breakfast
5501 Conventry Ln., New hotel offering 149 @ Hwy 24. Convenient to shopping, dining and area attractions. Open Jan.-Dec. 260.426.0051, choicehotels.com

Courtyard by Marriott
\$99-\$179 Full Breakfast
5501 Conventry Ln., New hotel offering 149 @ Hwy 24. Convenient to shopping, dining and area attractions. Open Jan.-Dec. 260.426.0051, choicehotels.com

Days Inn
\$69-\$179 Continental Breakfast
5501 Conventry Ln., New hotel offering 149 @ Hwy 24. Convenient to shopping, dining and area attractions. Open Jan.-Dec. 260.426.0051, choicehotels.com

Example of Camping Grid:

CAMPGROUNDS	Group Rates / Discounts	Handicapped Accessible	Pets Allowed	On-site Lodging	RV Sites	Tents	Tables	Grates / Grills	Shower / Hot Water	Water Hookup	Sewer Hookup	Electric Hookup	WiFi / Internet Access	Recreation Hall	Tennis On-site	Swimming On-site	Boat Rental On-site	Boating On-site	Fishing Lake On-site	Bike / Tackle On-site	Additional Notes
Madison Cilly Falls State Park 2211 Cilly Dr. 812-233-8885 camp.in.gov	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Challenging hiking and scenic waterfalls. Nature center with nature history programs. Reserve campsites and shelters at camp.in.gov or toll free at 866.622.6746.
Mitchell Spring Mill State Park 3333 Hwy 65 E. 812-489-4129 camp.in.gov	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Pioneer Village and "Old" Grooms Memorial. Nature center. Reserve campsites and shelters at camp.in.gov or toll free at 866.622.6746.
Nashville The Last Resort RV Park Nashville www.rv28.com	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Attractive historic building.

Type	Categories for Travel Guide and VisitIndiana.com	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping, Lodging, Festivals	20-word description	\$310
Campground Grid	Campgrounds	22 grid categories and 20-word description	\$310

Please contact your regional account executive for more information regarding artwork submission. The deadline for space reservations and artwork is June 15.

2012-2013 INDIANA TRAVEL MAP

This four-color, two-year publication features an INDOT highway map on one side and travel information on the other. Cover and interior panel advertising opportunities are available. Listings will be available for purchase in seven categories: Attractions, Information, Lodging/Camping, Recreation, Restaurants, Shopping and Festivals. Each listing will receive a designated number locator on the actual highway map. The Indiana Travel Map will be traditional map size for travel convenience. Each listing will also receive a free listing on VisitIndiana.com throughout 2012-2013, including a photo. In 2012 and 2013, 500,000 Indiana Travel Maps will be printed and distributed.

Contact your regional account executive to participate.

Planned 2012 Indiana Travel Map Distribution

Direct mail to subscribers	85,000
Welcome centers, rest areas, and visitors centers, AAA offices	225,000
Fulfillment to requests generated by advertising	135,000
Indiana legislators	20,000
Consumer shows, State Fair	35,000
Total distribution	500,000



Display Advertising:

This option is the best way to convey a complete message. A display ad provides your organization two full years of exposure in the 2012-2013 Indiana Travel Map using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to listing. Full-panel and half-panel ads are available. Only eight interior panels are available, plus the back cover. Artwork for this section is due October 4.

Contact your regional account executive to participate.

Size	Price per Year
Half interior panel, 4-color	\$4,500
Full interior panel, 4-color	\$9,000
Outside back cover, 4-color	\$11,000

Listing:

Only 160 listings are available on the 2012-2013 Indiana Travel Map. Each 20-word listing will receive a designated number locator within the highway map and a listing on VisitIndiana.com throughout 2012 and 2013, including a photo. Advertisers may select one category to place their listing in the Indiana Travel Map: Attractions, Information, Lodging/Camping, Recreation, Restaurants, Shopping, and Festivals.

Contact your regional account executive to participate.

Size	Price per Year
Listing on VisitIndiana.com, including a photo	Added Value
Listing, 20 words	\$500

VISITINDIANA.COM FREE OFFERS

FREE Offers

Festivals

Visit Tourism.IN.gov to apply for a free on-line festival listing by clicking on the Advertiser Portal Box. Free festival listings include festival name, dates, website address and contact phone only. Only festivals that meet criteria set by the Indiana Office of Tourism Development and submit a 2012 online application may receive a listing on VisitIndiana.com.

Contact your regional account executive with any questions.

Packages and Discounts

The Indiana Office of Tourism Development encourages businesses around the state to develop getaway packages that make it easy for travelers to experience more throughout the state. To encourage overnight travelers, each package should be managed by a lodging facility and have a single price point with off-property activities included. Additional package components could include attractions, retailers, outlet or antique malls, merchants associations, restaurants, events, etc.

Visit the advertiser portal on Tourism.IN.gov to apply for a free 2012 VisitIndiana.com Getaway Package. Only getaway packages that meet criteria set by the Indiana Office of Tourism Development and submit an online application will be featured on VisitIndiana.com throughout 2012.

Discount Coupons are featured on VisitIndiana.com in the Travel Discounts section. Attractions, restaurants, retailers, hotels, motels, bed & breakfasts and campgrounds are all encouraged to submit discount coupons for travelers to print out on VisitIndiana.com to redeem.

Visit the advertiser portal on Tourism.IN.gov to apply for a free discount coupon to appear on VisitIndiana.com. Only discount coupons that meet criteria set by the Indiana Office of Tourism Development may receive a listing on VisitIndiana.com. Getaway Packages will be featured on VisitIndiana.com throughout 2012.

REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

North

Terri Grabill

North Region Account Executive
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nitdc2@frontier.com

Central

Katy Cavaleri

Central Region Account Executive
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PO Box 124
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F: 317-535-9707
kcavaleri@embarqmail.com

East and West

Kelleen Larkey

East and West Region Account Executive
MWM, Inc.
5607 E 1000 S-92
Roanoke, IN 46783
P: 260.410.4073
F: 260.396.2375
larkey@embarqmail.com

South Central and South

Darla S. Blazey

South Central and South
Region Account Executive
PO Box 165
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P: 812.482.5761
F: 812.482.9730
dblazey@insightbb.com

Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204



Please contact your regional account executive for more information regarding artwork submission.
The deadline for space reservations and artwork is June 15.